9:56

10:56

- Special Knowledge Needed to Be a Superior Real Estate Agent
  - law
  - sales and marketing
  - technology
  - media
  - Building
- Quality Service That Meets the Expectations of Today's Buyers
  - Identify buyers' needs and goals
- Quality Service That Meets the Expectation of Today's Buyers
- ~~to~~ tens of thousand dollar
- Quality Service That Meets the Expectations of Today's Sellers
- R A L Notes

- Reputation in the consumer's belief that a real estate agent or firm is competent based on
  - > past results
- Today's buyers excect real estate licensees to identify their needs and goals through
  - > a counseling process
- Consumers of real estate brokerage services
  - > have limited ability to distinguish between competent and incompetent licensees
- Real estate ~~broker~~ companies
  - > have a quality incontive to invest in training that ensures its agents ~~avoid~~ behavior that would violate the law.
- If an agent has no reputation as a result of no investments in

- tools and training, then any investment might be perceived as
> a bad investment that isn't worth making.
- Endorsements and Testimonials
- Definition of the Term "Endorsement"
- Disclosure of Material Connections
- ~~to~~ thousands of dollars
- Additional Rules Regarding Endorsements
- Type of Endorsements
- Consumer Endorsement
- Substantiation
- 60 days 90%
- Use of "Actual Consumers"
- 1.2 million
- Subject to 3 people
- Use of "Hidden Camera"
- Expert Endorsement
- Endorsement at Realtor.com
- Celebrity Endorsement
- Real Estate Agents Get Endorsed by Barbara Corcoran
- Barbara Corcoran, Shark Tank, Superball
- 6 billion dollars
- Practical Example
- 30 sec ad
- Activities That May Trigger an FTC Investigation
- Case Study: Landmark FTC Consent Order in The Case of Lord & Taylor
- Deceiving Consumers Through Paid Article Online
- Makinima
- Guidelines to Use with Endorsers
- Creating Endorsements for Your ~~BEST~~ Best Customers

- Endorsement — A Really Basic Idea
- Math R course, online

Su23
- Undue Stress Notes
- ~~Add~~ ~~Su23~~ fm_SU24 PLAN : • rent coming in July Au
  May June
  for extra food, ~~daily~~.
- Stock Broker (qualification)
- HTML ChatGPT Example
- Chainrule ChatGPT Example
- M — Maximization ; • Not go out more than one
- MS_TVShow-PLAN L SAVE • Lords of rings, Game of thrones
- Mailing Rule ; ① call first ② wait a few more days ③ the risk of online-shopping (cannot get it on the day, could be missing).
- Wolf WallStreet — Strategy, — numbers, — brand, — drug
- ~~is it~~ list up?
- busted meaning
- 21 One ; 21st - Sublogo
- SAVE — G_problemsolving_solutions ; ① Add more storage. ② Develop contents (as the parents!
- HP HD, DW HD ; how much TB?
- C drive?
- ~~exec~~ Animation_Software L SAVE ; • MAYA • RENDERMAN